KLOVE is important to my community. I am kept up to date and notified of events in my area through their community calendar. If replaced by another broadcaster, my community would lose a valuable asset. More of my friends are listening to KLOVE instead of the rock stations. Most worldly music is about getting drunk and getting laid. KLOVE provides the encouragment that you can make a difference. Whenever I go to volunteer functions, I recognize many other KLOVE listeners. KLOVE is the pulse in the growth and improvement of my community. The positive and encouraging message provided through KLOVE sparks the desire to help others thus creating the citizenship needed in community service to help our community grow.